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WKU Journalism

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Kristie Young wins ADDY award

Kristie Young, a Harrodsburg senior, has won an ADDY award for advertising creativity in the annual "Louie" competition sponsored by the Louisville professional chapter of the American Advertising Federation. The award was presented to Kristie on Feb. 28 at the Kentucky Center for the Performing Arts in Louisville.

Kristie's entry in the competition was a print campaign for Bread & Bagels Restaurant that she prepared in Carolyn Stringer's Copy and Layout class during the fall semester. The campaign included designs for a new menu, three newspaper ads and an outdoor board.

With majors in advertising and public relations, Kristie has completed internships at

WDNS radio and in the marketing department for the regional Domino's franchise. She is an officer in the Advertising Club, president of the WKU Baptist Student Union and a member of Apha Delta Sigma, the honorary society for advertising students.

Other students whose ads were chosen for entry in the "Louie competition" were Kathy Bewley, Brian Adams and Dawn Williams. Team entries were submitted by Jason Loehr and Michael Newkirk, Jason Seaton and Brian Flanary and Heather Roberts and Jennifer Harlan. The entries were chosen from 16 small business campaigns that the Copy and Layout classes prepared during the fall semester.

PRSSA hosts regional conference

The Kelly Thompson Chapter of PRSSA is hosting a regional PRSSA conference April 11-13 at University Plaza Hotel and Convention Center. Invitations have been sent out to 50 different universities in the surrounding states.

The conference, which is entitled "Explore the paths of public relations," starts Friday night with registration and a welcome session.

On Saturday there will be six sessions with a social event Saturday night.

The conference will end Sunday with a breakfast and career expo where the students can get their resume and portfolio critiqued.

The conference committee consists of Jenny Christian-conference coordinator, Jarle Lae-communication director, Whitney Powers-program director and Sarah Ramsey-logistics director.

Advertising senior recognized in Advertising Age magazine

Anthony (T.J.) Pfingston was recognized in the Feb. 17 issue of Advertising Age Magazine in the Honor Roll of 75 students from the American Advertising Federation's Most Promising Minority

Advertising Students in the Nation.

T.J., an Owensboro senior, is majoring in advertising and is employed as a graphic designer at Camping World headquarters in Bowling Green.

Broekema returns to WKU as photojournalist-in-residence

Photojournalist Tim Broekema has come home to his alma mater to share with students what he has learned from working at numerous newspapers.

"All the classrooms in the world could never re-create what it is like in a newsroom," said the former College Heights Herald picture editor. "My job is to try to prepare the students as best as I can for their career in photography."

Broekema is at WKU on loan from the Chicago Tribune as photojournalist-in-residence thanks to a grant from the Freedom Forum.

This semester, Broekema teaches picture editing and

photo management and will teach advanced picture editing and photojournalism next semester.

After graduating from WKU in 1988, Broekema interned at several newspapers, including the Milwaukee Journal and the Courier-Journal. Since then, he has worked for the Providence Journal; he is currently sports picture editor at the Chicago Tribune.

Broekema has received numerous photojournalism awards for his pictures, including a Pulitzer Prize in 1989 in general news for his Carrollton, Kentucky, bus crash photograph.

Beth Kachellek visits Western

Beth Kachellek, advertising director for Southwestern Bell Telephone in St. Louis, visited Western March 7. She spoke on strategic advertising planning at 9:15 a.m. in Gordon Wilson Hall 312, before she helped in choosing the student team that will present WKU's campaign entry in the 1997 National Student Advertising Competition. A WKU graduate, Beth was a member of the 1988 Western Presentation team that was placed third in the nation for a campaign for the Nestle Company of Vevay, Switzerland.

Before joining Southwestern Bell, Beth was an account executive for D'arcy, Masius Benton & Bowels in St. Louis where she managed the Blockbuster Video account. Prior to that she worked as an account executive for Eric Ericson Communications in Nashville and managed the Opryland account. She began her career at Ericson as a media buyer after graduation from Western in 1988.

While at Western, Beth was an accomplished musician and she still performs. She recently tried out for the Metropolitan Opera.

Meeting Dates for Journalism Organizations

Ad Club meets the following dates:

March 25 @ 8:30 GW 312

April 23 @ 8:30 GW 312

If you have any questions, contact Angela Maier @ 6444

PRSSA meets the following dates:

March 12 @ 6:30 GW 307

March 26 @ 6:30 GW 307

If you have any questions, contact Carl Janson @ 5840



WKU photo journalists take home awards

The Alexia Foundation Semester in England

First Place overall portfolio, *Rami Mallouf*

Rami won \$1,000 cash and an \$8,000 scholarship for Syracuse University's London Centre.

Second Place portfolio, *Chris Stanford*

Chris won \$500 cash and a \$6,000 scholarship for Syracuse University's London Centre.

Runner-Up, *Barry Gutierrez*

The competition was based on entering story proposals based on the theme "World Peace and Cultural Understanding." Rami looks forward to attending the Syracuse's London Program in the Fall semester.

Hearst Journalism Awards Program, Round 2

Jason Clark, Second place, News and Sports

Barry Gutierrez, Fifth place, News and Sports

Kentucky News Photographers Annual Print Contest

Wales Hunter, Honorable Mention, Spot News

Robert Bruck, Honorable Mention, General News; Second Place, Sports and Feature

Brian Bohannon, First Place, Feature

Bryan Leazenby, Second Place, Feature; Honorable Mention, Sports/Action; Honorable Mention, Sports Feature; Honorable Mention, News Picture Story

Jason Clark, Third Place, Feature; Third Place and Honorable Mention, Sports Feature

Will Chandler, Honorable Mention, Sports/Action

Carrie Pratt, Honorable Mention, Sports feature; First Runner-Up, Student Portfolio

Barry Gutierrez, Second Place, Portrait Personality; Second and Third Place, Pictorial; First Place, Student Portfolio

Chris Obenchain, Honorable Mention, Pictorial

Katrina Kump, First Place, Feature Picture Story

Mike Lawrence, Judges Award

Remember the Kappa Tau Alpha initiation

April 3, 1997

For more information, contact Dr. Paula Quinn @4143

Print sequence in February

At their request, Chief Justice Robert Stephens and others will speak during an SPJ seminar for journalism students March 27 on our campus. In addition, the full court will hold two days of hearings May 15 and 16 in GCC Auditorium. This program is sponsored by SPJ, the Department of Journalism and the president's office. SPJ expects more than 700 people per day.

Eighty students from North Hardin High School will be here for a half-day field trip on Friday, March 14. They want to do a lot of touring, but they also want to learn a little something in a couple of sessions.

The Department of Journalism, the Kentucky Press Association and Associated Press will sponsor a computer assisted reporting seminar April 11 on campus.

For more information, contact Jim Highland @ 4143

The Link serves the Department of Journalism, faculty and administrators. Suggestions and materials will be accepted from anyone in the department.

Carl Janson, editor
Emily Baker, editor
Chris Jagers, editor
Dr. Augustine Ihator, adviser